

# IT'S A WRAP – EVENT REPORT 2018

## HALIFAX INTERNATIONAL BOAT SHOW

www.HalifaxBoatShow.com



### THEY CAME, THEY SAW, THEY SHOPPED

Visitors came out to see boats, new products, show specials, accessories and gear, associated product lines and innovations in recreational boating. Many exhibitors enjoyed direct sales from their booth while others gained valuable sales contacts to sustain them for the coming months.

# 25%

*Increase over previous year's attendance*

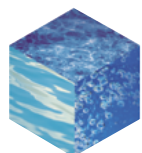


**6,828 Unique** visitors browsed our show website in the 30 days prior to the event. *Why not consider a web banner sponsorship to enhance your exhibit experience?*

The event has **4,891** opted-in email addresses from individuals who attended the show. These are used in our direct email marketing efforts each year.

### OUR PARTNERS

**BOATING ATLANTIC** is the newly-branded Atlantic Marine Trades Association (AMTA) and is the official voice of the recreational boating industry in Canada's Atlantic Provinces. Master Promotions produces the annual Boat Show on their behalf.



**AMTA**  
ATLANTIC MARINE  
TRADES ASSOCIATION

Our media and industry partners included:



Waterfront Development



# FEATURES

**FEATURES** The 2018 event played host to a number of presentations and features. This content added value to the visitor, and included:



An Atlantic Crossing on a tall ship presentation

Dory & Nemo attracted kids of all ages!



Provided on-site PCOC testing as well as access to thousands of their customers to spread the word!

## ATTENDEE INCENTIVES

- Discount on online tickets at Christmas and pre show for a limited time.
- Ticket giveaways on all participating radio stations
- Prizing for Photo Contest participants
- Social media contests for prizes from exhibitors + tickets

## EVENT MARKETING **Here's a recap of the marketing campaign that resulted in high numbers of attendees this year.**

### TV

CTV Produced and ran 52 commercials (primarily in News) in the two weeks leading up to the show. CBC TV ran a week's worth of commercials specifically on News at 6.

### RADIO

Q104 was the radio media presenter and ran over 200 commercials in the weeks leading up to the show, as well as an on-site remote Thursday, Feb 11. Radio coverage also ran on FX101.9 Country, The Wave, Hot Country, Jack FM, Cat Country-Truro, Hot Country Sydney, Ocean 100- Charlottetown, K-Rock-Valley.

### OUTDOOR

Billboards were placed on Barrington St. and Windmill Road for a 4 week period. Mini Billboard was placed on the Prospect Road 3 weeks out.

### PRINT

Primarily a digital campaign, the event purchased some print from Chronicle Herald; Atlantic Boating and the RNSYC Calendar. A Direct mail was sent to 21,350 targeted homes, direct to mail boxes.

### DIGITAL

Included e-newsletters and show guide flip book sent to over 4,000 opted in email addresses, AllNovaScotia.com; Google Adwords; Google Retargeting; Kijiji top ads; Facebook post boosts; Chronicle Herald programmable and Q104 retargeting.

## FUTURE EVENT DATES!

**THE 2019 EDITION OF THE HALIFAX INTERNATIONAL BOAT SHOW WILL BE HELD FEBRUARY 7 – 10, 2019 AT HALIFAX EXHIBITION CENTRE.**

## THE TEAM **To book, contact;**



**Scott Sprague**  
Show Manager  
ssprague@mpltd.ca



**Vicki Geddes**  
Exhibit Sales  
vgeddes@mpltd.ca



**Catherine Macnutt**  
Manager, Marketing & Operations  
cmacnutt@mpltd.ca  
1-888-454-7469  
902-468-4999